



ACCIDENTAL ENTREPRENURIAL WOMEN OVER 50!

WHO: "The Magnolias" Carolyn, Phyllis, Suzy and Jill
(with no prior business experience)

WHAT: **MAGSHOTS:** a greeting card company focused on the Boomer women niche with 36 images currently available (and hundreds in the pipeline!)



WHEN: Started in June 1998

WHERE: Originated in Tulsa, Oklahoma /

HOW: By laughing together and at ourselves
AND
Employing a unique marketing strategy
(i.e. landing an account while in the Dairy Dip drive-thru in Newkirk, Oklahoma.)

WHY: To maintain a healthy outlet for creative expression as we attempt to mature gracefully




dressed-up
greeting cards

